

## Intervention: Public acceptance

Finding: Insufficient evidence for effectiveness

### Potential partners to undertake the intervention:

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> Nonprofits or local coalitions        | <input checked="" type="checkbox"/> Businesses or labor organizations |
| <input checked="" type="checkbox"/> Schools or universities               | <input type="checkbox"/> Media  |
| <input type="checkbox"/> Health care providers                            | <input type="checkbox"/> Local public health departments              |
| <input type="checkbox"/> State public health departments                  | <input checked="" type="checkbox"/> Policymakers                      |
| <input type="checkbox"/> Hospitals, clinics or managed care organizations | <input type="checkbox"/> Other:                                       |

### Background:

Interventions to increase public acceptance of breastfeeding include legislation ensuring the right to breastfeed; programs to improve acceptance of breastfeeding in public places such as restaurants, stores, and libraries; the placement of nursing mothers' lounges in public areas; interventions aimed at child-care facilities that care for breastfed infants and children; and the inclusion of breastfeeding in various curricula aimed at school-aged children.

### Findings from the systematic reviews:

There is insufficient evidence that increasing public acceptance effectively increases breastfeeding. While increasing the public's acceptance of breastfeeding may be beneficial in many ways, the review found no scientific studies of interventions to increase this acceptance, making it impossible to determine whether they are effective.

### Limitations/Comments:

The recommendations in this priority area are largely informed by the Centers for Disease Control and Prevention (CDC) Guide to Breastfeeding Interventions. Although the CDC report draws heavily on the reviews of the Cochrane Collaboration, a well respected source of research in public health, its methodology for categorizing interventions is not outlined explicitly.

### References:

Shealy KR, Li R, Benton-Davis S, Grummer-Strawn LM. *The CDC Guide to Breastfeeding Interventions*. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, 2005. Available online at:  
[http://www.cdc.gov/breastfeeding/pdf/breastfeeding\\_interventions.pdf](http://www.cdc.gov/breastfeeding/pdf/breastfeeding_interventions.pdf)